

OCTOBER, 1957

1 OCT 1957

# Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES



*From the library of the  
Pen Collectors of America*



*Support the hobby.  
Join today!*

# Shoptalker

VOL. XIII NO. 6

Copyright 1957 by  
The Parker Pen Company  
Janesville, Wisconsin  
Printed in U.S.A.



Member of the International Council of  
Industrial Editors and the Wisconsin  
Industrial Editors Association.

## IN THIS ISSUE

International Management Staff

Home First Aid

New Parker Plane

Cooperation Creates Display

## COVER STORY

At Gilman Engineering and Manufacturing we found a point-of-sale display made for the Foreign Sales Division (see story on page 14). The stacks of wire which were used in the construction of the new display formed unusual patterns and were captured for the cover of this issue.

## Ten Years Ago ...

On September 19, employees of The Parker Pen Company were paid 40 per cent of their wages in Mexican pesos to demonstrate to them and to their neighbors the importance of world trade. A total of 367,000 pesos entered circulation in Janesville and a letter from a Pecatonica (Ill.) man who read of the event asked if he could purchase a "51" pen with some pesos he had.

## And 10 Years Ago ...

A preference survey among 71,236 people showed Parker out front. Over 46 per cent of the 71,236 chose Parker before all others. Second was Sheaffer with 24.6 per cent and Eversharp was third with 18.8 per cent.

## And 10 Years Ago ...

A Quink advertising sign, printed in Spanish, read: "Parker Quink Protege Su Pluma Evita Embarazos." In English it meant "Parker Quink protects your pen and prevents clogging." It meant the same thing to a great many people who speak Spanish, but in Mexico the word "embarazos" had a more common meaning than clogging! To the Mexican man-on-the-street the sign read: "Parker Quink Protects Your Pen and Avoids Pregnancies".

## And 10 Years Ago ...

A Parker "51" pen sold for \$750,000 in inflated Chinese dollars in Shanghai.

## And 10 Years Ago ...

Shoptalker carried this excerpt from the Jewelers' Circular-Keystone, a trade publication: "An outstanding example of modern design is the Parker "51" pen. It is not the special ink, nor the advertising, nor the name that made the pen so popular, but the design ... the Parker "51" will remain a leader in its field until some other pen is designed to appeal more strongly to present-day taste."

# IMS — the world is their market place



IMS specialists Kessinger, Diotte, Hull, Matthay, Best, and Holloway.

A new phrase has come into the corporate language of The Parker Pen Company and is introduced by some basic changes in the structure of the company management organization. That phrase is: International Management Staff.

I.M.S. is a seven-man group of key executives whose combined experience and occupational specialties will

be applied to providing policy guidance and service to the 14 individual firms which are The Parker Pen Company world-wide.

The global scope of The Parker Pen Company indicates the need for such a group. The word "Parker" now encompasses:

The United States Company

(Continued on next page)





## guidance and service with autonomy of independence

Gilman Engineering and Manufacturing Co.

Trent Engineering Company  
Parker Pen Service Incorporated  
The Parker Pen Company  
(Canada)

Parker Mexicana, S. A.  
The Parker Pen Company Ltd.  
(England)

Valentine Pen Company (England)  
Chelpark Company (Private) Ltd.  
(India)

The Parker Pen Company (Bermuda) Ltd.

The Parker Pen Company  
(France) S.A.

Parker Pen (Proprietary) Ltd.  
(South Africa)

The Parker Pen Company  
(Private) Ltd. (Southern Rhodesia)

N. D. Bennett and Company  
(Private) Ltd. (Southern Rhodesia)

In the formation of the International Management Staff, a group has been created which stands integrated — yet detached — from the whole so as to be able to “see the forest” and not just the “trees”. At this vantage point the International Management Staff will devote itself to appraisal of current policies and practices in the United States company and all subsidiaries, development of new policies, analysis of strengths and weaknesses in all parts, providing central services, and planning for the future.

The seven men named to I.M.S. and their assignments are these: Vice President Norman Byford, special projects and international operations not yet transferred to Janesville; Vice President Philip Hull, manufacturing; Vice President Frank Mat-

thay, sales and advertising; Vice President Chester C. Holloway, product planning; Secretary-Treasurer G. Earl Best, finance; Assistant Secretary Alfred Diotte, legal; and Howard E. Kessinger, director of administration.

In assuming these positions Mr. Byford will continue as managing director of The Parker Pen Company Ltd. (England), Mr. Holloway will retain his present responsibilities as head of the Product Planning Division, and Mr. Best will continue to serve as secretary-treasurer of the Wisconsin corporation.

The new management structure has two broad ultimate goals. They are to provide policy guidance and services to the administration of each of the subsidiaries, and to give each subsidiary all of the benefits of auto-

nomy which an independent company enjoys, plus benefits inherent in being an integral part of a larger whole.

Ultimately, line authority will extend from the Board of Directors through the President and Executive Vice President directly to each of the general managers of subsidiaries. And, although members of I.M.S. will have no direct authority over general managers of the subsidiaries or their subordinates, the closest possible informal liaison between them will be desired and encouraged.

Out of this relationship and the talents of the I.M.S. specialists will come several highly desirable objectives: (1) more profitable and effective general management of current operations, (2) enhancement of the prestige of Parker products and services throughout the world, expansion of markets, and attainment of unquestioned leadership in the writing instrument field, (3) broader and more effective application of integrated services in technical research, product development and business research, (4) maximum use of existing production facilities, and acquisition of additional facilities as need develops, and (5) diversification of products.

In anticipation of the organization of this new International Management Staff, a remodeling of the first floor of the General Office Building in Janesville occurred during the annual plant and office vacation closing. To provide office facilities for the group, the Domestic Sales division moved to the second floor and portions of the Financial division were transferred to the first.



# H O M E F I R S T A I D

From the library of the  
Pen Collectors of America



Doctor's Name: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Rescue Squad: \_\_\_\_\_

## IMPORTANT DON'TS

- DON'T—give any liquids to an unconscious person
  - DON'T—use anything from a bottle that is unlabeled or on which the label is obscured.
  - DON'T—take medicine from a bottle in the dark.
  - DON'T—keep poisonous drugs in the medicine cabinet.
  - DON'T—give a cathartic or laxative in any case of severe or persistent abdominal pain.
  - DON'T—keep poisons within reach of children.
  - DON'T—become panicky — be calm.
- Support the hobby.  
Join today!

## POISONING

1. Start First Aid at once and call doctor immediately.
2. Dilute poison with large amounts of liquids—soapy water, dish water, milk, salt water, or baking soda water.
3. Wash out by inducing vomiting. (except in acid, alkali poisons. See below).
4. Repeat several times, then give dose of epsom salts, (1 heaping tablespoon in glass of water).
5. **FOR ACID POISONS**—Do not induce vomiting but neutralize with baking soda, lime water, or milk of magnesia. Then give milk, olive oil, or egg white. Keep patient warm and lying down.
6. **FOR ALKALI POISONS**—Do not induce vomiting. Give lemon juice or vinegar. Then give milk and keep patient warm and lying down.
7. If poison is a sleeping drug induce vomiting and then give strong black coffee frequently. **VICTIM MUST BE KEPT AWAKE.**
8. If breathing stops give artificial respiration.

Do you know what to do in case of accidental poisoning? Are you familiar with the six pressure points on the human body which can stop serious bleeding?

These and other questions on Home First Aid are answered in the special feature on the opposite and following pages of **Shoptalker**. The feature has been designed to be removed and pasted on the back of your medicine chest door where its information will be always at your fingertips.



**ANIMAL BITES**—Wash wounds freely with soap and water. Always see your doctor immediately. Obtain name and address of owner so that animal may be held in quarantine.

**BURNS**—Apply ice bag or cold cloths for half an hour. If skin is broken, treat same as minor cut.

**BURNS**—For minor burns apply vaseline or any oil to burned area and bandage lightly with sterile gauze or apply sterile gauze soaked in a solution of baking soda (3 tablespoons to quart of water). If burn is deep or extensive do not apply vaseline or oil. Apply sterile gauze and baking soda solution. Call a doctor. Keep victim warm and lying down.

**CHILLS**—Loosen clothing. Wrap patient warmly with blankets. Apply hot water bottle to feet. Give one teaspoonful of Aromatic Spirits of Ammonia and a half glass of cold water. Call doctor.

**EYES**—Foreign Bodies—Remove by gently touching with point of clean handkerchief or by washing eye with Boric Acid. If not successful after one or two attempts, consult a doctor. Never rub the eye. **Chemicals**—If any chemical spatters into eye, wash eye with milk or running water. Apply 2-3 drops of liquid petrolatum (mineral oil), and consult doctor at once.

**PAINTING**—Keep in lying position, with head slightly lowered. Loosen any tight clothing about neck. Pass Smelling Salts or Aromatic Spirits of Ammonia gently a few inches beneath nose (not too close to nose). Sprinkle face lightly with cold water. If person does not respond within short time, summon doctor at once and keep patient warm with blankets until doctor arrives.

**FRACTURES**—Deformity of injured part usually means a fracture. If fracture is suspected, do not attempt to move injured person; call a doctor at once. Keep in lying position with head low. Cover with blanket and give small amounts of hot fluids while waiting

**HEAT EXHAUSTION**—Caused by exposure to heat—either sun or indoors. **SYMPTOMS**—Face pale, skin wet and clammy, pulse weak, temperature in lying position with head low. Wrap in blanket. Give salt water to drink (1 tablespoon of salt to 1 quart of water) in small amounts at frequent intervals. Give a cup of strong coffee or tea as a stimulant. Call doctor immediately.

**INSECT BITES**—Remove stinger if present. Apply ice bag. Call doctor immediately if rapid swelling.

**NOSEBLEED**—Keep victim sitting up. Loosen clothing about the neck. Squeeze nose between thumb and forefinger for 4 to 5 minutes. If bleeding does not stop call a doctor at once.

**POISON IVY**—Wash exposed area well with naphtha (yellow) soap. Do not use brush or rough material. Then use rubbing alcohol, if available. Apply Calamine lotion. If area spreads, swells, or forms large blisters, see a doctor.

**SLIVERS**—Apply Mercurochrome (2% water solution) or \*iodine,  $\frac{1}{2}$  strength, to and around injured part. Sterilize needle point by passing it through a flame and use it to "tease out" sliver. Apply Mercurochrome and cover with suitable bandage.

**SPRAINS**—Elevate injured part and apply ice bag or cold cloths immediately. If swelling is pronounced, accompanied by pain, a fracture must be suspected. Call your doctor.

**SUNSTROKE**—Symptoms—Headache, skin hot and dry, red face, high fever, strong pulse, usually become unconscious. **Treatment**—Keep in lying position with head elevated. Apply cold cloths to body and ice packs to head. Call a doctor immediately. Do not give stimulants.

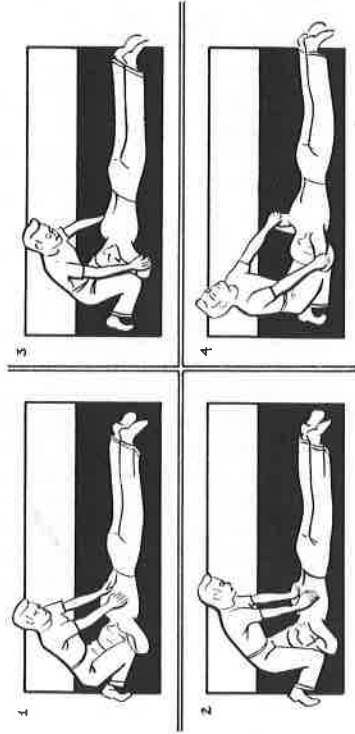
**UNCONSCIOUSNESS**—Never attempt to give anything by mouth. Put in flat lying position, turn head slightly to one side, loosen any tight clothing about neck. Always summon a doctor in every case unless you are sure it is a simple fainting spell. If breathing stops, apply artificial respiration or summon pulmotor squad until doctor arrives.

**WOUNDS—CUTS**—Apply pressure with sterile gauze until bleeding stops, then apply Mercurochrome, 2% or \*iodine,  $\frac{1}{2}$  strength, and bandage with sterile gauze. If cut is deep and/or gaping, stitches by your doctor will be required.

**Abrasions**—If dirty, sponge off gently with mild soap and water, blot dry and cover scraped area with Mercurochrome, 2%, and apply sterile dressing if necessary. If scrape is deep, see your doctor. **Puncture Wounds**—If puncture wound extends deeper than the skin surface, always consult a doctor. Serious infection can arise unless such wounds are properly treated.

\*When iodine is used, it must always be removed with alcohol before dressing is applied. Even weak iodine solution will produce chemical burns in some people.

## ARTIFICIAL RESPIRATION



LAY VICTIM IN PRONE POSITION—Elbows bent, one hand on the other. Head on hands, face to one side. Kneel at victim's head on either knee.

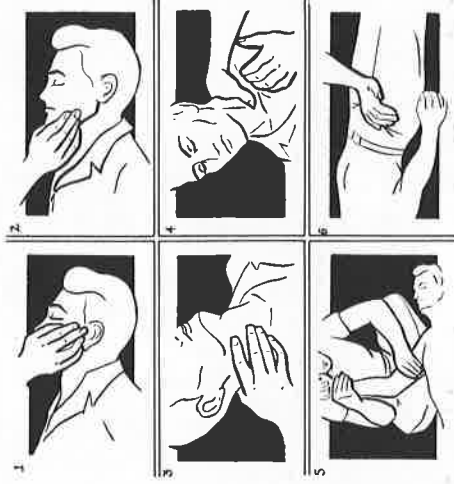
1. PLACE HANDS—Fingers spread, thumbs touching, heels of hands below line connecting armpits.
2. APPLY PRESSURE—Rock forward slowly until arms are vertical. Keep elbows straight.
3. RELEASE PRESSURE—Rock back slowly. Grasp victim's arms just above elbows. Continue backward.
4. LIFT ARMS—Raise arms until tension is felt, then lower victim's arms, completing cycle.

REPEAT CYCLE 12 TIMES PER MINUTE

## BLEEDING

In all cases of severe bleeding call the doctor. If possible elevate the injury and apply pressure direct to the wound using a sterile gauze pad. If this does not stop bleeding apply pressure with the fingers at the nearest pressure point between the wound and the heart.

1. For bleeding in the temple region or forehead apply pressure just in front of the ear against the skull.
2. For bleeding from the face wounds apply pressure along the edge of lower jaw about an inch forward from the angle of the jaw and in front of the ear.



3. For a cut throat, place finger ends in hollow beside windpipe, thumbs on back of neck, squeeze and press inward against the backbone.

4. For bleeding from shoulder, armpit or entire arm, apply pressure in hollow behind collar bone against top rib.
5. For bleeding from lower arm, grasp arm one hand width below armpit, press artery against arm bone with fingers.
6. For bleeding from thigh, leg, or foot, apply pressure in middle of groin with heel of hand against the pelvic bone.





## Space Pair At Fair

An estimated 500,000 State Fair goers strolled through the Wisconsin-at-Work building and paused to see the amazing Parker 61 in the act of filling itself or to peer into the inner workings of a model earth satellite. These plus a display of current Parker products, were features of the Parker Pen exhibit at the 1957 fair. Coincidental with the exhibition of a man-made moon was the visit of the Miller Highlife Girl on the Moon, Miss Jane Strickland (see cut).

## Advertising Campaign Draws Public Praise and Query

"My mother and I saw this ad in the Post and it led to a discussion. I say the man pictured is William Holden, the actor, and my mother says no. Will you settle this bet for us?"

The above letter in various wordings, and featuring various combinations of relatives, has been arriving in Janesville persistently. The letters come from everywhere, since the combined readership of the Post and Life is 30 millions of people from virtually every cranny in these United States.

No one here minds the routine of answering. In fact, Advertising Manager George Eddy and Assistant James Stauff are

rightly pleased that a prediction made some weeks back by Dave Watrous of Parker's advertising agency, has come to pass. Watrous made the modest estimation that dozens of readers would rise to the "incognito celebrity" bait, and write in to ease their itching curiosities. The end is not yet in sight as three more celebrity 61 ads are ready to run.

Oddest comment of all to date came from a journalist in a southern state. Said he in a broad spoof of the Sandburg ad: "I think you are trying to play tricks on us. You think I don't know Yogi Berra when I see him? Indeed!"

## Bill Holloway of Hawaii

Bill Holloway is an unusual account manager. Even his territory is unusual. He pushes Parker Pens to retailers in Hawaii. This he has done to good effect since 1955.

But Bill Holloway's personal biography took unusual turns long before he became affiliated with Parker through his position with S & K Sales Co.

For example, while still a school boy he coached his high school team to a conference championship. He became a member of the U. S. Olympic team in the 30's.

Attracted to flying, he became well known in the islands as a pilot when aviation was still more or less in its dare-devil, Clark Gable-freezes-at-the-stick phase.

In 1939 he received the Air Corps' highest decoration—the Distinguished Flying Cross—from Curtis LeMay, now commanding general of the Strategic Air Command. He was the sole survivor of a military air crash, and subsequently spent a year and a half in the hospital.

Animated, wiry Bill Holloway was flying

his private plane around the Pearl Harbor area on Sunday morning, December 7, 1941, when Japan's navy pilots hit. His is thought to be the only plane in the air when the attack started. Although his light plane was riddled, he reached the ground, only to see two men whom he tried to warn machine-gunned on the runway.

He gained operations and shouted the news of the attack. The person who heard Holloway's alert grabbed the phone and is now credited with being the first to sound the alarm.

Holloway became an airlines pilot after the war, moved well in trade circles, is now said to be one of the best-known individuals on the islands. He joined S & K, intermittently takes the 4,814-mile round trip needed to attend a Parker Pen Western Zone sales meeting.

An unusual Account Manager is Bill Holloway; more proof that it takes a lot of varying and talented men to make a top sales force like Parker's.



## George Parker Speaks in Europe

A featured speaker at the Second International Advertising Conference in Europe, held this year at The Hague, Netherlands, was George Parker of the Foreign Sales Division. The conference was held from Sept. 11 to 13.

Mr. Parker left Janesville in mid-August to make business calls in Paris, Florence, Zurich, Brussels, Amsterdam, Stockholm, Copenhagen and London before returning to Janesville at the conclusion of the conference.

## New Faces

Three new men stepped into new positions in the Business Research department of the Product Planning Division, one in June, another in July and a third in August. They are Philip Blanchard, Thomas K. Janik and Verne B. Churchill. All are assigned as Market Analysts. In July, also, Perry G. O'Brien joined the Public Relations department.

Blanchard was a market analyst at Colgate-Palmolive in New York prior to joining Parker. He is a graduate of the University of New Hampshire and holds a M. S. degree in sociology from Purdue.

Janik is a graduate of the U. of W. and holds a master's degree in marketing. He was a division manager with Gimbel Brothers in Milwaukee before coming to Janesville.

Churchill was on the staff of the Bureau of Business Research at the University of Indiana prior to joining Parker Pen. He is a graduate of that university with a M.B.A.

Perry O'Brien reported for the Janesville Daily Gazette for the past 19 years. Consequently he is well-known in the community equipped to handle civic affairs, the duties assigned to him. O'Brien is a graduate of the College of Journalism, Marquette University.



### Time Change

Comment: I would like to suggest that we stop all this nonsense about work hours and that we consider starting at 12:00 midnight and working to 7:00 a. m., which would thus give us the entire day to ourselves.

Some people might consider this in the same idiotic category as the last letter regarding time change wherein we would start at 7:00 in the morning and I would certainly have to agree.

Seriously, however, it would be hoped that someday civilization will penetrate as far as Janesville and we will begin to work at 9:00 a.m. in the morning and quit at 5:00 p.m., as do most enlightened members of the human race.

### More Questions, Please?

The Party Line box is your key to precise answers to questions on almost any subject. Use it freely. It is not necessary to sign your name, unless you wish to.

Jack Paar's NBC "Tonight" show is being spiced up with plugs for 41's "51's" and 61's as program participants are given these Parker models.

The last issue of *Shoptalker* reported that Helen McClellan had a skunk for sale. In error, she was listed as a member of the Accounting department when actually she is a part of the Personnel department. We wish to emphasize that there are no skunks in Accounting, nor for that matter, in Personnel as Helen has found a buyer for her pet.



Pilot Roy Coyle and Friend

## New Parker Plane Doubles Up On Engines and Radios

The old Parker DC-3 has been replaced by a sleek, modern and far more economical twin-engined Beechcraft called the Super E18S. Chief Pilot Roy Coyle is shown with the plane after making the acceptance flight at Wichita.

Says Pilot Coyle of the new ship: "There is no Beechcraft flying today that has radio equipment comparable to that contained in this Parker plane". The craft has two complete sets of radio equipment.

The new Beechcraft boasts "walk-around" comfort for six persons and will

carry up to 300 pounds of luggage. Fully loaded it has a service ceiling of 23,300 feet and has a true air speed of 196 miles per hour. The ship requires only 1,800 feet to clear a 50-foot obstacle on take-off and can land over a 50-foot obstacle in only 1,700 feet. With its 318-gallon fuel load, it is capable of flying over 1,600 miles non-stop.

In purchasing the Super 18, Parker joins some 50 different industries now operating them. Parker Pen has operated aircraft since 1927 and has recorded some 2,400,000 accident-free air miles.



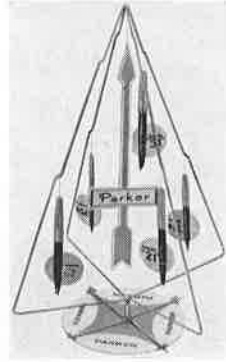
## Cooperation Creates An Export Display



All too seldom is it possible for the Gilman Engineering and Manufacturing Company, a Parker Pen subsidiary in Janesville, to work hand in hand with the parent company. Recently, however, the opportunity was afforded.

Foreign Sales needed a new display and its art section devised a wire tree hung with paper pens. Gilman was consulted and agreed to turn out the 10,000 gold-colored wire trees which were needed.

In all, there are five operations in the bending and shaping of the tree, and additional operations to color it. After that, it is packed flat with printed picture-instructions (to cross the language barrier of international trade) for assembly.



In August, four Parker people celebrated service anniversaries. They are: S. M. Stark, Metals, 25 years; Clarence Schifflebein, Gold Nib, Mary Johnson, Automatics, and Nellie O'Connor, Gold Nib, all 35 years.

September anniversary congratulations are in order for Rose Hill, Gold Nib, and Mark Houghton, Metals, who have 25 years of service; Laverna Fredendall, Final Assembly, and Murville Lund, Service, both with 35 years.

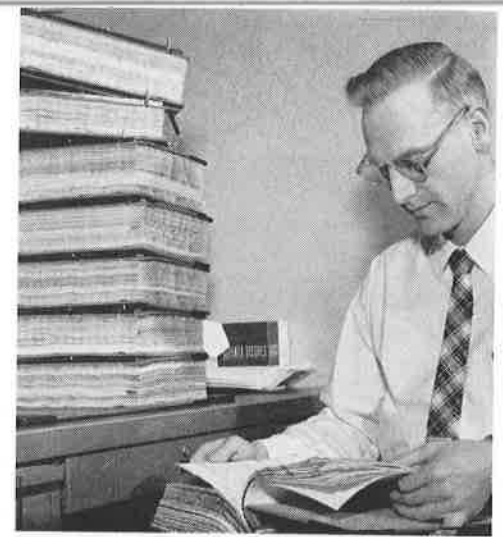
Another 35-year employe is Account Manager Oz Verket of Los Angeles.

It's mere coincidence that Parker Drive and Highway 51 in Janesville are the same street. It is coincidence, too, that Bill Coyle, Janesville's entry to the National Soapbox Derby and son of Parker Chief Pilot Roy Coyle, was assigned the number 61 at Akron. And it's mere coincidence, according to (coincidentally) another Bill, Bill Judd of Foreign Sales, that if the Parker Drive entrance to The Parker Pen Company general office were numbered, it would be, you guessed it, 21.

## Sky High Project Report

When a particular project is finished in the Product Planning Division, a complete report on it is circulated among department heads of that division. These reports often fill a book or two and will stack up six or seven inches.

Recently, Fred Wittnebert, director of laboratories, found one too much to handle. It was a report covering miscellaneous plastics data developed over the past four or five years. Not to be outdone by a mere report, Wittnebert had the above photo snapped and sent it along to department



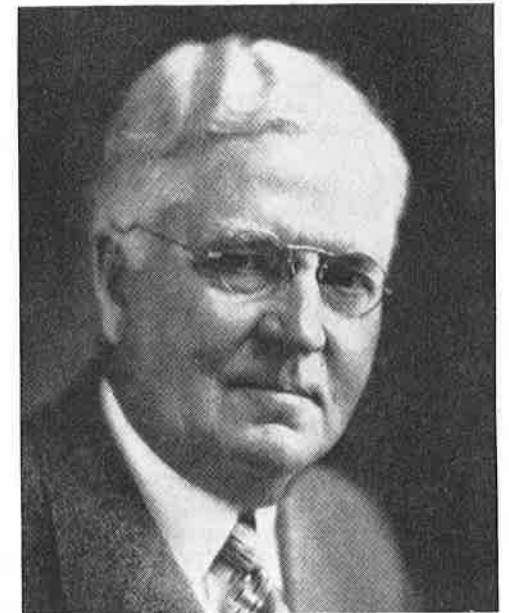
heads with a memo informing them that the report was on file in the Research Library. Robert Burkhalter, of the Plastics Laboratory, is shown looking through one of the volumes.

## Over the Shoulder

In the August issue, *Shoptalker* showed a picture of the ladies' recreation room which was once part of the Parker scene. Oldtimers say it was located on the second floor and that a similar room was provided for the men. Similar, yes. It had potted ferns and a talking machine. Difference: checker boards and no piano.







**L**OOK-ALIKES are pretty common. How often have you been approached by a stranger who says in all seriousness that he has seen you in places where you've never been? The conversation usually concludes with "... then you have a twin".

Generally, these "twin" brothers or sisters do not turn out to be in the same business or, for that matter, the chief competitor in that business. But that's exactly what happened to the late George S. Parker, founder of The Parker Pen Company. His look-alike was none other W. A. Sheaffer, founder of The Sheaffer Pen Company.

If you're wondering which is which, Mr. Parker is pictured left.

